

PHOENIX BUSINESS JOURNAL

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THE LIST

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ADVERTISING AGENCIES

RANKED BY 2020 LOCAL CAPITALIZED BILLINGS*

Rank	Agency name / 2020 Rank Website	Address Phone	2020 local capitalized billings	Current # of local, full-time advertising staff	Representative area clients	Top local executive	Year founded locally
1	LaneTerraeverer ② laneterralever.com	645 E. Missouri Ave., #400 Phoenix, AZ 85012 602-258-5263	\$147 million	75	Toyota, NAU, Shamrock Foods	Chris Johnson, chris.johnson@laneterralever.com; Beau Lane	1962
2	OH Partners ③ ohpartners.com	3550 N. Central Ave., #1500 Phoenix, AZ 85012 602-254-5159	\$137.1 million	136	Gila River Hotels & Casinos, Arizona Lottery, National Geographic	Matthew Owens; Scott Harkey, s.harkey@owensharkey.com	2008
3	RIESTER ① riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	\$112.15 million	89	Arizona Dept. of Health Services, Arizona Opera, Carlisle Companies, Casino Arizona, EOS Fitness	Tim Riestler, triester@riester.com; Mirja Riestler; Tom Ortega; Alan Perkel	1989
4	V Digital Services ④ vdigitalservices.com	1201 E. Jefferson St. Phoenix, AZ 85034 888-441-0784	\$93.41 million	89	Valley Chevy, Howard Air, Four Peaks Brewing	Scott Tobias, scott.tobias@voicemediagroup.com	2013
5	Zion & Zion ⑥ zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	\$87.4 million	39	NASCAR, BD (Becton Dickinson), Phoenix Suns, Victorian Trading Co.	Aric Zion, aric@zionandzion.com; DuGue Zion	2003
6	Larry John Wright Advertising Inc. ⑧ larryjohnwright.com	231 N. Alma School Rd. Mesa, AZ 85201 480-833-8111	\$79 million	40	n/a	John Wright, john@larryjohnwright.com; Jackson Wright; JR Wright; Jessica Stillwell; Sam John	1983
7	Out The Window Advertising ⑦ reachoutthewindow.com	11 S. Central Ave. Phoenix, AZ 85004 928-774-5250	\$75 million	35	Penske Automotive Group, Fox Sports Radio, AAA, Cars & Coffee Scottsdale	Bill Hagen, bill@reachoutthewindow.com	1998
8	Highnoon ⑫ highnoon.co	117 E. 5th St., Floors 1 & 2 Tempe, AZ 85281 480-219-7257	\$55 million	85	Circle K, SRP, Avnet	Scott Kaufmann; Ken Bonham, ken@highnoon.co; Joe Pizzimenti	2020
8	Off Madison Ave ⑬ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4500	\$55 million	25	Arizona Office of Tourism, Foster Farms, WD-40	Roger Hurni; David Anderson	1998
10	FabCom ⑩ fabcomlive.com	7819 E. Greenway Rd. Scottsdale, AZ 85260 480-478-8500	\$44.6 million	40	n/a	Brian Fabiano, brian@fabcomlive.com	1992
11	Defero ⑫ deferous.com	3131 E. Camelback Rd., #360 Phoenix, AZ 85016 602-368-3750	\$38 million	10	Sun Devil Auto, Fox Restaurants, Bubbies Ice Cream	Eric Brandt, ebrandt@deferous.com; Mickey Lucas	2006
12	LAVIDGE ⑤ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-998-2600	\$35.16 million	64	APS, ACA, ASU, CampusLogic, Arizona Department of Education, Valley of the Sun United Way	Bill Lavidge; Sandra Torre, store@lavidge.com; Alicia Wadas	1982
13	Commit Agency ⑮ commitagency.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-3220	\$28 million	28	eegee's, Harrah's Ak-Chin Casino, Goodwill of Central and Northern Arizona	David Ralls, dralls@commitagency.com; Stan Yamamoto	1997
14	ON Advertising Inc. ⑯ onadvertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	\$15.95 million	25	Freddy's Steakhouses, Hines, Creighton University, Chompies Restaurants	Eric Garcia, egarcia@onadvertising.com; John Hernandez; Ron Meritt	1993
15	Catalyst Media Design ⑰ catalystmediadesign.com	8777 E. Via de Ventura, #396 Scottsdale, AZ 85258 480-471-8390	\$15 million	8	Macerich, Trilogy, American Vision Partners, Meteor Crater, Valley Leadership	Liz Scott	2009
16	The James Agency ⑰ thejamesagency.com	6240 E. Thomas Rd., #200 Scottsdale, AZ 85251 480-248-6710	\$14.6 million	23	Hotel Valley Ho, Fiesta Bowl, Phoenix Childrens	Veronique James, veronique@thejamesagency.com	2005
17	knoodle ⑳ knoodle.com	4450 N. 12th St., #120 Phoenix, AZ 85014 602-530-9900	\$14 million	12	Fulton Homes, RED Development, Cal-Am Properties, Santé Health	Rosaria Cain, rosariac@knoodle.com; Sandra Guadarrama- Baumunk, sandrag@knoodle.com	1999
18	ANDERSON Advertising & Public Relations ㉔ anderson-adv.com	5800 E. Thomas Rd., #100 Scottsdale, AZ 85251 480-945-2229	\$11.5 million	16	Desert Financial Credit Union, Phoenix Childrens, Verra Mobility, Huss Brewing, Harkins Theatres	Ted Anderson, ted@anderson-adv.com	2005
19	Vilocity Interactive Inc. ㉖ vilocity.com	5415 E. High St., #260 Phoenix, AZ 85054 480-584-5700	\$11.01 million	25	n/a	Ronald Milet; Jennifer Smith	1998
20	Magnetry ㉗ magnetry.com	688 W. 1st St., #5 Tempe, AZ 85281 602-795-9990	\$10.05 million	13	Axon, Shasta Pools, Valley Metro, Oregon's, First Things First	J. Jason Smith, jason@magnetry.com	2015
21	Fingerpaint ㉘ fingerpaintmarketing.com	3131 E. Camelback Rd., #300 Phoenix, AZ 85016 480-368-7999	\$6.47 million	43	n/a	Craig Mattes	2002
22	R&R Partners ⑩ rrpartners.com	121 E. Buchanan St. Phoenix, AZ 85004 480-317-6040	\$5.7 million	33	Boeing, Facebook, Avnet	Matt Mason	1996
23	Fose + McKay ㉙ fosemckay.com	2801 E. Camelback Rd., #200 Phoenix, AZ 85016 602-222-4704	\$5 million	12	n/a	Max Fose, max@workwithihs.com; Paul McKay	1999
24	Colling Media ⑰ collingmedia.com	5415 E. High St., Bldg. A10, #220 Phoenix, AZ 85054 480-889-8944	\$4.5 million	30	n/a	Brian Colling, brian@collingmedia.com	2009
25	Davidson Belluso ㉚ davidsonbelluso.com	4105 N. 20th St., #155 Phoenix, AZ 85016 602-277-1185	\$4.1 million	14	Arizona Family College Savings 529 Program, Gila River Indian Community, Maricopa County Sheriff's office	Michela Belluso, michela@davidsonbelluso.com; Rob Davidson	2001

► CLOSER LOOK

\$1.1B

Total 2020 local capitalized billings for the 25 advertising agencies on this list

\$1.3B

Total 2019 local capitalized billings for the 25 advertising agencies on this list last year

HONORABLE MENTION

Yeager Marketing	\$3.8M
Small Giants	\$3M
Decibel Blue	\$3M
Ezzye	\$2.5M
Blufish	\$2.4M

ABOUT THE LIST

Information was obtained from agency representatives through email surveys and could not be independently verified by the Phoenix Business Journal. Only those agencies responding to our inquiries are listed.

* - To illustrate a correlation (or lack thereof) between an agency's number of full-time employees and its capitalized billings, this list has also been ranked by full-time staffing. That alternatively ranked list appears on page 18. Capitalized billings in the advertising industry are commonly defined as fee-based revenue (i.e., billing for staff time multiplied by 6.67 plus production and media revenue).

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WANT TO BE ON THE LIST?

If you wish to be surveyed when The List is next updated, or if you wish to be considered for other Lists, email your contact information to Dale Brown at dbrown@bizjournals.com.

T H E L I S T

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ADVERTISING AGENCIES

RANKED BY NUMBER OF LOCAL, FULL-TIME STAFF*

Rank	Agency name / 2020 Rank Website	Address Phone	Current # of local, full-time advertising staff	2020 local capitalized billings	Representative area clients	Top local executive	Year founded locally
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2	V Digital Services ⑤ vdigitalservices.com	1201 E. Jefferson St. Phoenix, AZ 85034 888-441-0784	89	\$93.41 million	Valley Chevy, Howard Air, Four Peaks Brewing	Scott Tobias, scott.tobias@voicemediagroup.com	2013
2	RIESTER ② riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	89	\$112.15 million	Arizona Dept. of Health Services, Arizona Opera, Carlisle Companies, Casino Arizona, EOS Fitness	Tim Riemer, triester@riester.com; Mirja Riemer; Tom Ortega; Alan Perket	1989
4	Highnoon ⑦ highnoon.co	117 E. 5th St., Floors 1 & 2 Tempe, AZ 85281 480-219-7257	85	\$55 million	Circle K, SRP, Avnet	Scott Kaufmann; Ken Bonham, ken@highnoon.co; Joe Pizzimenti	2020
5	LaneTerraever ② laneterralever.com	645 E. Missouri Ave., #400 Phoenix, AZ 85012 602-258-5263	75	\$147 million	Toyota, NAU, Shamrock Foods	Chris Johnson, chris.johnson@laneterralever.com; Beau Lane	1962
6	LAVIDGE ⑥ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-998-2600	64	\$35.16 million	APS, ACA, ASU, CampusLogic, Arizona Department of Education, Valley of the Sun United Way	Bill Lavidge; Sandra Torre, storre@lavidge.com; Alicia Wadas	1982
7	Fingerpaint ⑩ fingerpaintmarketing.com	3131 E. Camelback Rd., #300 Phoenix, AZ 85016 480-368-7999	43	\$6.47 million	n/a	Craig Mattes	2002
8	Larry John Wright Advertising Inc. ⑩ larryjohnwright.com	231 N. Alma School Rd. Mesa, AZ 85201 480-833-8111	40	\$79 million	n/a	John Wright, john@larryjohnwright.com; Jackson Wright; JR Wright; Jessica Stilwell; Sam John	1983
8	FabCom ⑨ fabcomlive.com	7819 E. Greenway Rd. Scottsdale, AZ 85260 480-478-8500	40	\$44.6 million	n/a	Brian Fabiano, brian@fabcomlive.com	1992
10	Zion & Zion ⑪ zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	39	\$87.4 million	NASCAR, BD (Becton Dickinson), Phoenix Suns, Victorian Trading Co.	Aric Zion, aric@zionandzion.com; DuGue Zion	2003
11	Out The Window Advertising ⑤ reachoutthewindow.com	11 S. Central Ave. Phoenix, AZ 85004 928-774-5250	35	\$75 million	Penske Automotive Group, Fox Sports Radio, AAA, Cars & Coffee Scottsdale	Bill Hagen, bill@reachoutthewindow.com	1998
12	R&R Partners ⑫ rrpartners.com	121 E. Buchanan St. Phoenix, AZ 85004 480-317-6040	33	\$5.7 million	Boeing, Facebook, Avnet	Matt Mason	1996
13	Colling Media ⑫ collingmedia.com	5415 E. High St., Bldg. A10, #220 Phoenix, AZ 85054 480-889-8944	30	\$4.5 million	n/a	Brian Colling, brian@collingmedia.com	2009
14	Commit Agency ⑩ commitagency.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-3220	28	\$28 million	eegee's, Harrah's Ak-Chin Casino, Goodwill of Central and Northern Arizona	David Ralls, dralls@commitagency.com; Stan Yamamoto	1997
15	Small Giants ⑫ smallgiantsonline.com	8100 E. Indian School Rd., #201 Scottsdale, AZ 85251 602-314-5549	26	\$3.05 million	Developers, architects, engineering firms, construction firms	Danielle Feroleto; Brianna Nessler; Mandy Barszcz, mandy@smallgiantsonline.com; Margaret Kinsey, Brennan Gerle	2006
16	Vilocity Interactive Inc. ⑩ vilocity.com	5415 E. High St., #260 Phoenix, AZ 85054 480-584-5700	25	\$11.01 million	n/a	Ronald Milet; Jennifer Smith	1998
16	ON Advertising Inc. ⑩ onadvertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	25	\$15.95 million	Freddy's Steakhouses, Hines, Creighton University, Chompies Restaurants	Eric Garcia, egarcia@onadvertising.com; John Hernandez; Ron Meritt	1993
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19	The James Agency ⑫ thejamesagency.com	6240 E. Thomas Rd., #200 Scottsdale, AZ 85251 480-248-6710	23	\$14.6 million	Hotel Valley Ho, Fiesta Bowl, Phoenix Childrens	Veronique James, veronique@thejamesagency.com	2005
20	Ezzy ⑩ ezzy.com	8160 E. Butherus Dr., #10 Scottsdale, AZ 85260 877-793-9939	20	\$2.5 million	n/a	Michael Hamburger, michael@ezzy.com; Ross Denny; Triniti Gawthrop; Rick Bodey	2017
21	Yeager Marketing ⑩ yeagermarketing.com	16767 N. Perimeter Dr., #120 Scottsdale, AZ 85260 602-456-1980	19	\$3.8 million	n/a	Renee Yeager; Mark Yeager	2008
22	ANDERSON Advertising & Public Relations ⑩ anderson-adv.com	5800 E. Thomas Rd., #100 Scottsdale, AZ 85251 480-945-2229	16	\$11.5 million	Desert Financial Credit Union, Phoenix Childrens, Verra Mobility, Huss Brewing, Harkins Theatres	Ted Anderson, ted@anderson-adv.com	2005
23	Markitors ⑩ markitors.com	7014 E. Camelback Rd., #B100A Scottsdale, AZ 85251 480-550-6336	14	\$1 million	Paradox, Qwick, Cruise America, Cadence Education	Brett Farmlie, brett@markitors.com	2016
23	Davidson Belluso ⑩ davidsonbelluso.com	4105 N. 20th St., #155 Phoenix, AZ 85016 602-277-1185	14	\$4.1 million	Arizona Family College Savings 529 Program, Gila River Indian Community, Maricopa County Sheriff's office	Michela Belluso, michela@davidsonbelluso.com; Rob Davidson	2001
25	Blufish ⑩ blufish.com	7051 E. 5th Ave., Suite T Scottsdale, AZ 85251 480-599-8489	13	\$2.4 million	n/a	Matthew Hasher, matt@blufishdesign.com	2002
25	Magnetry ⑩ magnetry.com	688 W. 1st St., #5 Tempe, AZ 85281 602-795-9990	13	\$10.05 million	Axon, Shasta Pools, Valley Metro, Oregon's, First Things First	J. Jason Smith, jason@magnetry.com	2015

► CLOSER LOOK

1,059

Total number of full-time advertising staff working for the 26 advertising agencies on this list

1,180

Total number of full-time advertising staff working for the 25 advertising agencies on last year's list

HONORABLE MENTION

knoodle	12
Fose + McKay	12
The Felice Agency	12
Defero	10
I-ology	9

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